



# Brand Guidelines

# Who We Are

Born a century ago to serve the needs and amplify the voice of Michigan's farm families, our organization still reflects and embodies the values and priorities that, since 1919, have woven a strong fabric of the state's agricultural community.

Forty years later, in the wake of World War II, our members chose to launch their own insurance company. Born in 1949, Farm Bureau Insurance would prosper and grow into the largest and most successful of Michigan Farm Bureau's many affiliates.

Together our family of companies has grown over the decades and reached beyond the farm to include hundreds of thousands of Michigan residents from every walk of life, rural and urban, from Acme to Zilwaukee, and DeTour Village to downtown Detroit.

With a grass-roots foundation that informs our collective ethic to this day, we serve our members by welcoming them into that family—and family always comes first.

On the following pages you will see our brand guidelines. We understand that there is so much more that goes into our brand outside of these guidelines. Michigan Farm Bureau Family of Companies is more than just an agriculture or insurance company, we're Michigan companies, committed to Michigan residents, businesses, and communities. Our valued partners and dedicated workforce across Michigan share in this commitment and help our brand remain relevant, positive, and strong.

# Logo

## Michigan Farm Bureau Family of Companies

The MFBFOC logo is made up of the national American Farm Bureau logo which the companies is given permission to use. In addition to rules set forth in this book, there are many associated with the use of the national logo. Remaining compliant with all rules ensures we are not at risk for losing the rights to use the logo.

There are two acceptable primary uses of the MFBFOC logo. The Horizontal and Stacked logo pictured right. The Horizontal Logo has the FB icon placed to the left of the centered MFBFOC text. The vertical logo has the FB icon placed on top and centered with the MFBFOC text. There are four color variations for this logo.



Horizontal Full-color



Stacked Full-color



Horizontal Full-color Reversed



Stacked Full-color Reversed



Horizontal 1-color Black



Stacked 1-color Black



Horizontal 1-color White



Stacked 1-color White

# Logo

## Michigan Farm Bureau

The MFB logo is made up of the national American Farm Bureau logo which the companies is given permission to use. In addition to rules set forth in this book, there are many associated with the use of the national logo. Remaining compliant with all rules ensures we are not at risk for losing the rights to use the logo.

There are two acceptable primary uses of the MFB logo. The Horizontal and Stacked logo pictured right. The Horizontal Logo has the FB icon placed to the left of the centered MFB text. The vertical logo has the FB icon placed on top and centered with the MFB text. There are four color variations for this logo.



Horizontal Full-color



Stacked Full-color



Horizontal Full-color Reversed



Stacked Full-color Reversed



Horizontal 1-color Black



Stacked 1-color Black



Horizontal 1-color White



Stacked 1-color White

# Logo

## Farm Bureau Insurance

The FBI logo is made up of the national American Farm Bureau logo which the companies is given permission to use. In addition to rules set forth in this book, there are many associated with the use of the national logo. Remaining compliant with all rules ensures we are not at risk for losing the rights to use the logo.

There are two acceptable primary uses of the FBI logo. The Horizontal and Stacked logo pictured right. The Horizontal Logo has the FB icon placed to the left of the centered FBI text. The vertical logo has the FB icon placed on top and centered with the FBI text. There are four color variations for this logo.



Horizontal Full-color



Stacked Full-color



Horizontal Full-color Reversed



Stacked Full-color Reversed



Horizontal 1-color Black



Stacked 1-color Black



Horizontal 1-color White



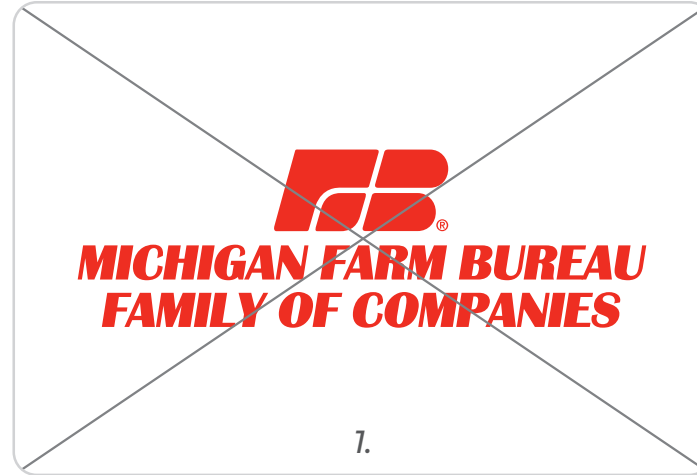
Stacked 1-color White

# Logo Do Not's

Examples of improper uses of the logos are shown to the right. These apply to Michigan Farm Bureau Family of Companies, Michigan Farm Bureau and Farm Bureau Insurance.

Under no circumstances should the logo be distorted or amended.

1. You cannot color the whole logo with any color other than black or white.
2. The leaf can only be red if the FB icon is black.
3. You cannot use strokes on the FB icon.
4. You cannot change the fonts of "Michigan Farm Bureau Family of Companies."



# Color

## Primary

Three primary colors represent our brand. Gray is a neutral color that represents MFBFOC. Red is associated with passion and represents both MFB and FBI.



Pantone Process Black  
C: **0** M: **0** Y: **0** K: **100**  
R: **0** G: **0** B: **0**  
Web: **000000**



Pantone 425 C  
C: **0** M: **0** Y: **0** K: **80**  
R: **88** G: **89** B: **91**  
Web: **58595B**



Pantone 485 C  
C: **0** M: **95** Y: **100** K: **0**  
R: **238** G: **49** B: **36**  
Web: **EE3124**

## Secondary

These colors compliment our primary palette and can be used as needed. Please do not feel limited to only using these colors but look at this as a foundation to start with.



Pantone DS 301-2C  
C: **40** M: **0** Y: **100** K: **38**  
R: **109** G: **141** B: **38**  
Web: **6D8D24**



Pantone 548 C  
C: **100** M: **64** Y: **50** K: **43**  
R: **0** G: **59** B: **77**  
Web: **003B4D**



Pantone 7642 C  
C: **44** M: **89** Y: **49** K: **32**  
R: **117** G: **46** B: **74**  
Web: **752E4A**



Pantone 7578 C  
C: **9** M: **71** Y: **97** K: **1**  
R: **223** G: **106** B: **46**  
Web: **DF6A2E**



Pantone 645 C  
C: **100** M: **70** Y: **10** K: **25**  
R: **0** G: **70** B: **127**  
Web: **00467F**



Pantone 7550 C  
C: **17** M: **45** Y: **100** K: **1**  
R: **211** G: **144** B: **0**  
Web: **D39000**



Pantone 7473 C  
C: **81** M: **19** Y: **52** K: **2**  
R: **24** G: **152** B: **139**  
Web: **18988B**



Pantone 116 C  
C: **0** M: **16** Y: **100** K: **0**  
R: **255** G: **210** B: **0**  
Web: **FFD200**

# Typography

## Main

Montserrat is a san-serif typeface that has many variations and is used as our main font. Most commonly, we use it for headlines to create powerful statements. When creating headlines, please use Montserrat Black, Extrabold or Bold to create visual hierarchy over other copy on the page, site, etc. This font can run wide, therefore we use a different, more condensed one for body copy.

## Body

Open Sans is a san-serif typeface that has many variations as well, but Open Sans Regular is most commonly used for our body copy. Both fonts can be downloaded from Google Fonts at [fonts.google.com](https://fonts.google.com).

**Montserrat (Black)**

**Montserrat (Extrabold)**

**Montserrat (Bold)**

**Montserrat (Semibold)**

Montserrat (Medium)

Montserrat (Regular)

Montserrat (Light)

Montserrat (Extralight)

Montserrat (Thin)

Open Sans (Regular)

**Open Sans (SemiCondensed)**



# Icons

## Social Media

For consistency purposes across our materials and websites, we use our own social icons which places them inside a rounded corner square. This allows us to keep sizing and spacing similar with easy color changes to represent each brands social sites.



Michigan Farm Bureau Family of Companies (on light backgrounds)



Michigan Farm Bureau and Farm Bureau Insurance (on light backgrounds)



All Companies (on dark backgrounds)



For questions or to submit communication materials for approval, please contact:

**Jen Miller**

Director of Brand & Digital Marketing  
p: (517) 679-4725 | e: jennifer.miller@fbinsmi.com

**Nika Degg**

Director for Marketing & Media  
p: (517) 679-4794 | e: ddegg@michfb.com

**FBI Design Team**

e: MarketingDesign@fbinsmi.com

**MFB Design Team**

e: DesignServices@michfb.com